

Philip Morris Promotional Fulfillment
Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 10/5/94 UPC Size %: 90 UPC CODE: _____
 Prepared By: G. D'Alessandro Ext: _____ OVERNIGHT YES
 Send UPC To: John Bushler Address: LBCC 19th floor DELIVERY NO
 Name: _____
 Company Name: _____ City/State/Zip: _____

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: V-Slims Program: Vision Value Network POS # 105
 Program Description: V-Slims - Pack Value member
 (Please Be Specific)
Coupons at POS (checked)

Audience Reached:	<input type="checkbox"/> Offensive	Timing:	<input type="checkbox"/> Yearly	<input type="checkbox"/> Winter	Capture Names?:	<input type="checkbox"/> Yes
	<input checked="" type="checkbox"/> Defensive		<input type="checkbox"/> Quarterly	<input type="checkbox"/> Spring		<input type="checkbox"/> No
	<input type="checkbox"/> Both		<input type="checkbox"/> Holiday	<input type="checkbox"/> Summer	OCR CODED?	<input type="checkbox"/> Yes
			<input type="checkbox"/> Other	<input type="checkbox"/> Fall		<input type="checkbox"/> No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 12/4-12/31/94 Expiration Date: 2/28/95 Estimated Redemption Rate: 2%
 Total Circulation: 120,000 Max. Redemp. Cost/Coupon: \$ _____

Will Coupons Be Distributed:

Areas of Distribution
 Will the distribution include military?

Yes
 No

- Nationally
- Regionally (see back)
- Specific Markets (see back)
- On a Test Basis

Method of Distribution (check only one per UPC):

<input type="checkbox"/> Magazine On Page (001)	<input type="checkbox"/> ROP/Newsp. Co-op (008)	<input type="checkbox"/> Hand Distribution (012)	<input type="checkbox"/> ON-Pack-Own Product (018)
<input type="checkbox"/> Magazine Tip-In (002)	<input type="checkbox"/> Sunday Supp.-Single (007)	<input type="checkbox"/> Retailer Coupon (013)	<input type="checkbox"/> Immediately Redeemable (020)
<input type="checkbox"/> Magazine Special Unit (003)	<input type="checkbox"/> Sunday Supp.-Co-op (008)	<input type="checkbox"/> Direct Mail - Solo (014)	<input type="checkbox"/> All Other: <u>(025)</u> Please Explain
<input type="checkbox"/> Control Circ. Magazine (004)	<input type="checkbox"/> FSI Inserts - Solo (010)	<input type="checkbox"/> Direct Mail - Co-op (015)	
<input type="checkbox"/> ROP/Newsp. Single (005)	<input type="checkbox"/> FSI Inserts - Co-op (011)	<input type="checkbox"/> In-Pack-Own Product (016)	

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ 1.00 Terms of Offer:
 (Describe completely) 1/2 off Carton or 4 pieces

Discount Offered: _____ %
 (% of Face Value/Purchase Price)

or Check One Below

<input type="checkbox"/> B1G1F	<input type="checkbox"/> B2G 50¢ Off	<input checked="" type="checkbox"/> \$1.00 Off Carton	<input type="checkbox"/> \$2.50 Off Carton	<input type="checkbox"/> Other - Provide Details Above
<input type="checkbox"/> B2G1F	<input type="checkbox"/> B3G 50¢ Off	<input type="checkbox"/> \$1.50 Off Carton	<input type="checkbox"/> \$3.00 Off Carton	
<input type="checkbox"/> B3G1F	<input type="checkbox"/> Free Pack	<input type="checkbox"/> \$2.00 Off Carton	<input type="checkbox"/> Checker Intervention	

Distribution break by PM Region:

PM Region	# of Coupons Released (000)	Distribution break by Market		# of Coupons Released (000)	Market	# of Coupons Released (000)
		Market 1	Market 2			
1						
2						
3						
4						
5						
Total						

2071459772

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41076 04142 Assigned By: Anna Mondla-Dontum
 Date Assigned: 10/5/94

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
 One Copy to Media

One Copy to PM Promotional Fulfillment
 One Copy to Promotional Services Center

One Copy to PM Finance
 One Copy to USA

#4003
 PM USA/REV 3/93